WHAT IS CLAIMED IS:

1. An information providing system for providing related information that is related to advertising content associated with video content, the information providing system comprising a user terminal and a center terminal, the user terminal comprising:

a part for obtaining user information for identifying a user;

a part for obtaining content information for identifying the video content;

a part for obtaining locating information for locating advertising content corresponding to input by the user;

a part for sending the user information, the content information and the locating information as mark information;

the center terminal comprising:

an advertising information storing part for storing, for each video content, identification information of advertising content and locating information corresponding to the advertising content;

a storing part for obtaining identification information of advertising content from the advertising information storing part by using the content information and the locating information included in the mark information, and for storing the identification information or related information on the advertising content in which the stored identification information or related information is associated with the user information included in the mark information;

a sending part for sending the related information on the basis of the user information.

2. The information providing system as claimed in claim 1, wherein the center terminal sends the related information to a viewing terminal in response to receiving a viewing request that includes user information from the viewing terminal.

3. The information providing system as claimed in claim 1, wherein the center terminal sends related information corresponding to a user to a viewing terminal of the user at a predetermined notification time.

4. The information providing system as claimed in claim 3, wherein the predetermined notification time is a date and time that is specified by the user or a predetermined periodic date and time, or, if content on the advertising content is unscreened, the predetermined notification time is a date and time close to a release date of the content on the advertising content.

5. The information providing system as claimed in claim 1, the user terminal further

comprising a reproducing part for reproducing video
content in a package medium or received via
broadcasting;

　　　　　wherein the locating information for
5　locating advertising content is reproducing position
information corresponding to the advertising content
in the video content.

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　　　　　6. The information providing system as
claimed in claim 1, the center terminal further
comprising a related information storing part for
15　storing the related information in which the related
information is associated with identification
information of the advertising content;

　　　　　wherein the center terminal obtains the
related information from the related information
20　storing part by using the identification information
of the advertising content.

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　　　　　7. The information providing system as
claimed in claim 1, wherein the user terminal
obtains the content information for identifying the
video content from input by the user, from digital
30　data embedded in the package medium, from other
terminal, or from information included in
broadcasted information.

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　　　　　8. A center terminal to be used in an

information providing system for providing related
information that is related to advertising content
associated with video content, the center terminal
comprising:

5   a part for receiving user information for
identifying a user, content information for
identifying the video content and locating
information for locating advertising content as mark
information;

10   an advertising information storing part
for storing, for each video content, identification
information of advertising content and locating
information corresponding to the advertising
content;

15   a storing part for obtaining
identification information of advertising content
from the advertising information storing part by
using the content information and the locating
information included in the mark information, and

20 for storing the identification information or
related information on the advertising content in
which the stored identification information or
related information is associated with the user
information included in the mark information;

25   a sending part for sending the related
information on the basis of the user information.

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         9. The center terminal as claimed in claim
8, wherein the center terminal sends the related
information to a viewing terminal in response to
receiving a viewing request that includes user
35 information from the viewing terminal.

10. The center terminal as claimed in claim 8, wherein the center terminal sends related information corresponding to a user to a viewing terminal of the user at a predetermined notification time.

11. The center terminal as claimed in claim 10, wherein the predetermined notification time is a date and time that is specified by the user or a predetermined periodic date and time, or, if content on the advertising content is unscreened, the predetermined notification time is a date and time close to a release date of the content on the advertising content.

12. The center terminal as claimed in claim 8, the center terminal further comprising a related information storing part for storing the related information in which the related information is associated with identification information of the advertising content;
wherein the center terminal obtains the related information from the related information storing part by using the identification information of the advertising content.

13. A user terminal for providing related information that is related to advertising content associated with video content, the user terminal comprising:

5   a part for obtaining user information for identifying a user;

a part for obtaining content information for identifying the video content;

a part for obtaining locating information

10 for locating advertising content corresponding to input by the user; and

a part for sending the user information, the content information and the locating information as mark information to the center terminal.

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14. The user terminal as claimed in claim

20 13, the user terminal further comprising a part for sending a related information obtaining request that includes user information to the center terminal, and receiving the related information related to the advertising content corresponding to the mark

25 information from the center terminal.

30   15. The user terminal as claimed in claim 13, the user terminal further comprising a reproducing part for reproducing video content in a package medium or received via broadcasting;

wherein the locating information for

35 locating advertising content is reproducing position information corresponding to the advertising content in the video content.

5   16. The user terminal as claimed in claim
13, wherein the user terminal obtains the content
information for identifying the video content from
input by the user, from digital data embedded in the
package medium, from other terminal, or from
10   information included in broadcasted information.

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        17. A method used by an information
providing system including a user terminal and a
center terminal for providing related information
that is related to advertising content associated
20   with video content, wherein the user terminal
performs the steps of:
        obtaining user information for identifying
a user;
        obtaining content information for
25   identifying the video content;
        obtaining locating information for
locating advertising content corresponding to input
by the user;
        sending the user information, the content
30   information and the locating information as mark
information to the user terminal;
        the center terminal performs the steps of:
        storing, for each video content,
identification information of advertising content
35   and locating information corresponding to the
advertising content in an advertising information
storing part;

obtaining identification information of advertising content from the advertising information storing part by using the content information and the locating information included in the mark

5   information;

storing the identification information or related information on the advertising content in which the stored identification information or related information is associated with the user

10   information included in the mark information;

sending the related information on the basis of the user information.

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18. The method as claimed in claim 17, wherein the center terminal sends the related information to a viewing terminal in response to

20   receiving a viewing request that includes user information from the viewing terminal.

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19. The method as claimed in claim 17, wherein the center terminal sends related information corresponding to a user to a viewing terminal of the user at a predetermined notification

30   time.

35   20. The method as claimed in claim 19, wherein the predetermined notification time is a date and time that is specified by the user or a

predetermined periodic date and time, or, if content
on the advertising content is unscreened, the
predetermined notification time is a date and time
close to a release date of the content on the
5 advertising content.

10   21. The method as claimed in claim 17,
wherein the user terminal includes a reproducing
part for reproducing video content in a package
medium or received via broadcasting;
          wherein the locating information for
15 locating advertising content is reproducing position
information corresponding to the advertising content
in the video content.

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          22. The method as claimed in claim 17,
wherein the center terminal includes a related
information storing part for storing the related
25 information in which the related information is
associated with identification information of the
advertising content;
          wherein the center terminal obtains the
related information from the related information
30 storing part by using the identification information
of the advertising content.

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          23. The method as claimed in claim 17,
wherein the user terminal obtains the content

information for identifying the video content from
input by the user, from digital data embedded in the
package medium, from other terminal, or from
information included in broadcasted information.

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24. A method used in a center terminal for
10 providing related information that is related to
advertising content associated with video content,
the method comprising the steps of:
        storing, for each video content,
identification information of advertising content
15 and locating information corresponding to the
advertising content in an advertising information
storing part;
        receiving user information for identifying
a user, content information for identifying the
20 video content and locating information for locating
advertising content;
        obtaining identification information of
advertising content from the advertising information
storing part by using the content information and
25 the locating information;
        storing the identification information or
related information on the advertising content in
which the stored identification information or
related information is associated with the user
30 information; and
        sending the related information on the
basis of the user information.

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25. The method as claimed in claim 24, wherein the center terminal sends the related information to a viewing terminal in response to receiving a viewing request that includes user information from the viewing terminal.

26. The method as claimed in claim 24, wherein the center terminal sends related information corresponding to a user to a viewing terminal of the user at a predetermined notification time.

27. The method as claimed in claim 26, wherein the predetermined notification time is a date and time that is specified by the user or a predetermined periodic date and time, or, if content on the advertising content is unscreened, the predetermined notification time is a date and time close to a release date of the content on the advertising content.

28. The method as claimed in claim 24, wherein the center terminal includes a related information storing part for storing the related information in which the related information is associated with identification information of the advertising content;
wherein the center terminal obtains the

related information from the related information storing part by using the identification information of the advertising content.

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29. A method used by a user terminal in an information providing system for providing related information that is related to advertising content associated with video content, the method comprising the steps of:

obtaining user information for identifying a user;

obtaining content information for identifying the video content;

obtaining locating information for locating advertising content corresponding to input by the user; and

sending the user information, the content information and the locating information as mark information to the center terminal.

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30. The method as claimed in claim 29, wherein the user terminal sends a related information obtaining request that includes user information to the center terminal, and receives the related information related to the advertising content corresponding to the mark information from the center terminal.

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31. The method as claimed in claim 29, wherein the user terminal includes a reproducing part for reproducing video content in a package medium or received via broadcasting;

5   wherein the locating information for locating advertising content is reproducing position information corresponding to the advertising content in the video content.

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32. The method as claimed in claim 29, wherein the user terminal obtains the content

15   information for identifying the video content from input by the user, from digital data embedded in the package medium, from other terminal, or from information included in broadcasted information.

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33. A program for causing a computer used as a center terminal in an information providing

25   system to provide related information that is related to advertising content associated with video content, the program comprising:

program code means for receiving user information for identifying a user, content

30   information for identifying the video content and locating information for locating advertising content as mark information;

advertising information storing program code means for storing, in a storing part for each

35   video content, identification information of advertising content and locating information corresponding to the advertising content;

program code means for obtaining
identification information of advertising content
from the storing part by using the content
information and the locating information included in
5   the mark information, and storing the identification
information or related information on the
advertising content in which the stored
identification information or related information is
associated with the user information included in the
10   mark information;

program code means for sending the related
information on the basis of the user information.

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34. The program as claimed in claim 33,
the program further comprising program code means
for sending the related information to a viewing
20   terminal in response to receiving a viewing request
that includes user information from the viewing
terminal.

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35. The program as claimed in claim 33,
the program further comprising program code means
for sending related information corresponding to a
30   user to a viewing terminal of the user at a
predetermined notification time.

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36. The program as claimed in claim 35,
wherein the predetermined notification time is a

date and time that is specified by the user or a predetermined periodic date and time, or, if content on the advertising content is unscreened, the predetermined notification time is a date and time

5 close to a release date of the content on the advertising content.

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37. The program as claimed in claim 33, the program further comprising:

related information storing program code means for storing, in a related information storing

15 part, the related information in which the related information is associated with identification information of the advertising content; and

program code means for obtaining the related information from the related information

20 storing part by using the identification information of the advertising content.

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38. A program used in a computer that is used as a user terminal in an information providing system for providing related information that is related to advertising content associated with video

30 content, the program comprising:

program code means for obtaining user information for identifying a user;

program code means for obtaining content information for identifying the video content;

35 program code means for obtaining locating information for locating advertising content corresponding to input by the user; and

program code means for sending the user
information, the content information and the
locating information as mark information to a center
terminal.

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39. The program as claimed in claim 38,
10   the program further comprising program code means
for sending a related information obtaining request
that includes user information to the center
terminal, and receiving the related information
related to the advertising content corresponding to
15   the mark information from the center terminal.

20   40. The program as claimed in claim 38,
the program further comprising:
reproducing program code means for
reproducing video content in a package medium or
received via broadcasting;
25   wherein the locating information for
locating advertising content is reproducing position
information corresponding to the advertising content
in the video content.

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41. The program as claimed in claim 38,
wherein the program code means for obtaining content
35   information obtains the content information from
input by the user, from digital data embedded in the
package medium, from other terminal, or from

information included in broadcasted information.

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42. A computer readable medium storing a program for causing a computer used as a center terminal in an information providing system to provide related information that is related to
10 advertising content associated with video content, the program comprising:

program code means for receiving user information for identifying a user, content information for identifying the video content and
15 locating information for locating advertising content as mark information;

advertising information storing program code means for storing, in a storing part for each video content, identification information of
20 advertising content and locating information corresponding to the advertising content;

program code means for obtaining identification information of advertising content from the storing part by using the content
25 information and the locating information included in the mark information, and storing the identification information or related information on the advertising content in which the stored identification information or related information is
30 associated with the user information included in the mark information;

program code means for sending the related information on the basis of the user information.

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43. The computer readable medium as claimed in claim 42, the program further comprising program code means for sending the related information to a viewing terminal in response to

5   receiving a viewing request that includes user information from the viewing terminal.

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44. The computer readable medium as claimed in claim 42, the program further comprising program code means for sending related information corresponding to a user to a viewing terminal of the

15   user at a predetermined notification time.

20   45. The computer readable medium as claimed in claim 44, wherein the predetermined notification time is a date and time that is specified by the user or a predetermined periodic date and time, or, if content on the advertising

25   content is unscreened, the predetermined notification time is a date and time close to a release date of the content on the advertising content.

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46. The computer readable medium as claimed in claim 42, the program further comprising:

35   related information storing program code means for storing, in a related information storing part, the related information in which the related

information is associated with identification
information of the advertising content; and

program code means for obtaining the
related information from the related information
5   storing part by using the identification information
of the advertising content.

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47. A computer readable medium storing a
program used in a computer that is used as a user
terminal in an information providing system for
providing related information that is related to
15   advertising content associated with video content,
the program comprising:

program code means for obtaining user
information for identifying a user;

program code means for obtaining content
20   information for identifying the video content;

program code means for obtaining locating
information for locating advertising content
corresponding to input by the user; and

program code means for sending the user
25   information, the content information and the
locating information as mark information to a center
terminal.

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48. The computer readable medium as
claimed in claim 47, the program further comprising
program code means for sending a related information
35   obtaining request that includes user information to
the center terminal, and receiving the related
information related to the advertising content

corresponding to the mark information from the
center terminal.

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49. The computer readable medium as
claimed in claim 47, the program further comprising:
reproducing program code means for
10 reproducing video content in a package medium or
received via broadcasting;
wherein the locating information for
locating advertising content is reproducing position
information corresponding to the advertising content
15 in the video content.

20 50. The computer readable medium as
claimed in claim 47, wherein the program code means
for obtaining content information obtains the
content information from input by the user, from
digital data embedded in the package medium, from
25 other terminal, or from information included in
broadcasted information.

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